

# Rashida Ali

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## EDUCATION

MS in User Experience Design, Kent State University, OH **CGPA: 3.95/4.0**

*Expected: August 2024*

## SKILLS

User Experience Design, User Interface Design Interaction Design, Visual Design, Usability Testing, Wireframing, Prototyping, Information Architecture, User Research, Storyboard, User Persona, Survey, Color Theory, User-Centered Design, Design Thinking, Critical Thinking, Analysis, Problem Solving

## TOOLS

Figma, Adobe XD, Balsamiq, UserZoom Go, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, SketchUp

## PROFESSIONAL EXPERIENCE

**UX Designer, 152co**

*October 2019- March 2022*

*Travel-based website redesign*

- Worked remotely as a UX designer, actively involved in all phases of redesign from usability testing, and analyzing data, to creating suggestive mockups. Performed remote unmoderated usability testing on behalf of clients. Identified usability issues, deciphered user motivations, and delivered actionable recommendations.
- Revamped the company's website to elevate user experience and resolve issues relating to navigation and accessing contact information by addressing issues of invisible CTA buttons, improving primary navigation, and optimizing website layout for task priority, resulting in a 2% increase in CTA taps and increased customer conversions.

*Interior design website design*

- Collaborated with a team of designers to design and develop an interior design community website used for sharing interior design DIY projects. Took a leadership role in crafting the website layout and information architecture, prioritizing user-friendly navigation and enhanced usability.
- Conducted usability testing with participants and actively addressed user hindrances and disturbances, resulting in improved overall user experience.

**Graphic Designer/Marketing/Content creation, Skin-a-Lyst**

*October 2020- July 2021*

- Conceptualized and crafted brand logos, labels, and business cards to establish and reinforce brand identity.
- Led photography, advertisement, and content creation efforts for social media platforms, strategically boosting user engagement and brand visibility, achieving a notable 7% increase in user interaction following the successful completion of the campaign.

## ACADEMIC EXPERIENCE

*User Research | Expedia*

- Designed and executed Remote Unmoderated test sessions, including participant selection and task design.
- Conducted in-depth analysis of participant feedback to identify pain points, user motivations, and overall satisfaction levels.
- Utilized test results to assess the intuitiveness of the website and formulated actionable recommendations for enhancing the user experience.

*Mental Health Application | HealingHands*

- Conducted extensive research on mental health statistics in the US, informing data-driven design decisions.
- Led design efforts, including color theory application, content hierarchy establishment, onboarding process design, and navigation optimization to enhance user experience.
- Created a comprehensive application screen flow, transitioning from low-fidelity to mid-fidelity wireframes using Figma.
- Developed an interactive prototype for a free iOS mobile application catering to individuals facing diverse mental health challenges.

*To-Do List/Calendar Application | ReminderX*

- Crafted Project Proposal for the stakeholders outlining project objectives and scope.
- Conducted User Research with participants to ascertain the usability problems in similar applications and analyzed user research findings through an Affinity diagram.
- Developed Design Tenets to guide the project process, User Persona to empathize with the users, created user journey maps to visualize user interaction with the application, and generated sketches and wireframes.

## ACHIEVEMENTS

Society Interiors Competition 2019, Bagged 1<sup>st</sup> position at the National level in the Residential category with the concept "Boldy Mild", an amalgamation of luxury with a minimalist style of design